

Research and Innovation Conference

Entrepreneurship

PROGRAM

Moderator	Richard Baier , <i>Nebraska Department of Economic Development</i>
1:30-2:10	John Brasch Moderator: Richard Baier “Angel Investing in Nebraska”
2:10-2:50	Anne York Moderator: Richard Baier “Top Ten Tips for Building a Successful Technology Business Plan”
Break	
2:50-3:10	
3:10-4:30	Stan Lapidus Moderator: Richard Baier “How to Raise Big Bucks”

ABSTRACTS

“Angel Investing in Nebraska”

The presentation will begin with positioning angel capital in the spectrum of finance possibilities, It will then focus on the current status of the Nebraska Angels, their deal preference criterion, and essential presentation issues. There will be an opportunity for specific questions and answers.

“Top Ten Tips for Building a Successful Technology Business Plan”

This session will take prospective entrepreneurs and researchers through the top ten issues most often mentioned by prospective funders of technology business plans. Included will be pointers on the importance of early market research, protecting the intellectual property, managing cash, and presenting technology business plans.

“How to Raise Big Bucks”

Raising money for life science businesses is challenging, but can be great fun too. Stan Lapidus has raised hundreds of million of dollars from public and private investors. Along the way, he's made every mistake possible. In this talk, he'll share with the audience some of the highs and lows of his experience in fund-raising and provide advice on how to make fund-raising easier.

SPEAKER BIOS

Richard J. Baier currently serves as director of the Nebraska Department of Economic Development, appointed by the Governor in August 2003. His previous experience includes Director of Rural Development in Nebraska, Executive Director of the Development Corporation of North Platte, and Executive Vice President of the Greater York Area Chamber of Commerce/ York County Development Corporation (NE). Baier serves on the Nebraska Investment Finance Authority (Chair), Bio Nebraska (Executive Committee), the Nebraska Worker Training Board, the Nebraska Rural Development Commission, University of Nebraska Technology Park Board of Directors and the Nebraska Research Initiative Board of Directors. Baier earned his certification as an economic developer in 2002 from the International Economic Development Council, and graduated from the Institute for Organizational Management in 2000 (sponsored by the U.S. Chamber of Commerce), and Eco-

nomics Development Institute in 1997 (sponsored by the American Economic Development Council). A native of LaCrosse, Kansas, Baier earned a bachelor's degree in Political Science, Summa Cum Laude, from Fort Hays State University, and a master's degree in Public Administration, Summa Cum Laude, from the University of Nebraska at Omaha.

John J. Brasch is Associate Vice Chancellor Emeritus at UNL and President of Nebraska Angels Inc. After getting his doctoral degree at Washington University in St. Louis, John accepted a position in the Department of Marketing at UNL, teaching and doing research in the area of International Marketing. After a decade he left UNL to found International Management Services, Inc. (IMSI) an export marketing contractor. That company successfully marketed medical products in more than a dozen countries and further helped various Nebraska companies start their export programs. Eventually IMSI evolved into Senior Technologies, Inc. a manufacturer of electronic patient safety equipment used in the institutional care of the elderly. John and his team built that company to 250 employees over 18 years with North American dominance in its product categories. He sold the company to the Stanley Works in 2002 and continued for 2 years as the CEO of what is now Stanley Healthcare Solutions. In 2005 he became the Associate Vice Chancellor of Technology Development at the University of Nebraska, Lincoln. He retired from that position in 2008. He was instrumental in the founding of the Nebraska Angels in 2006 and currently serves as president of that organization. He has served as president of the Nebraska Center for Excellence in Electronics, The Healthcare Manufacturers Marketing Council, and Family Service of Lincoln. He continues to be active in business ventures in the US and the UK.

Anne S. York is associate professor of strategy and entrepreneurship and director of entrepreneurship programs at Creighton University. She is PI on a National Science Foundation Partnerships for Innovation grant to train students from law, the natural sciences, medicine and business in the bioscience technology commercialization process. Her articles have appeared in a variety of journals, including the Strategic Management Journal, Academy of Management Journal, Organization Science, Journal of International Business Studies, Long Range Planning, Journal of World Business, and Journal of Accounting and Public Policy. Her book, *Managing in Times of Disorder*, is published by Sage. Dr. York is a CPA and earned her PhD in strategic management and finance from The University of North Carolina at Chapel Hill.

Stan Lapidus is an experienced life-science entrepreneur raising hundreds of millions of dollars from public and private investors to fund start-up companies with the aggregate value in excess of \$6 billion. Mr. Lapidus currently serves as Chairman of Helicos Bio-Sciences Corp. (NASDAQ:HLCS), a company which he co-founded in 2003. Helicos developed and markets the world's first system capable of directly sequencing billions of individual strands of DNA in a single run. Helicos believes that massively-parallel high-throughput, direct sequencing of DNA will revolutionize research, treatment and diagnosis of important diseases like cancer and diabetes. He also founded: EXACT Sciences Corporation (NASDAQ: EXAS) in 1995, an applied genomics company that has developed non-invasive, DNA-based methods for early detection of colorectal cancer; and Cytoc Corporation (NASDAQ:CYTC—now merged with Hologic) in 1987, revolutionizing screening for cervical cancer by providing a more accurate and easier to use method to prepare and interpret Pap smears. Mr. Lapidus holds academic appointments in the Pathology Department at Tufts University Medical School and at MIT's Sloan School of Management. He graduated with a BSEE degree from The Cooper Union in New York City. Mr. Lapidus holds 30 issued US patents.